@@)% 2605 Virginia Street, N.E.,
Albuquerque, New Mexico.
November 10, 1966

Dear Mr. Wesiberg:

I have your letter and thanks a lot. There are a few more items I would like to ask you about. Also I have a few things that might help you.

To begin with I have not attempted to publish "Shyaterism U.S.A." mainly because of the problems you are facing and that I could not see over the hill. I do not mind spending a few thousand dollars on it but would like an outside chance for success. My problems are mainly:

1. I do not know the name and address of printers who will print the book. What company printed yours, and what did you pay for say the first 1000 copies? I understand that one should never have more than 1000 copies printed in the beginning, and not to have over 250 of these made into hard covers. What did you do in these regards, and what were these first costs.

2. I would like to know how I could advertize such a book in journals reaching book stores and libraries. Getting information here has prevented me from printing my book. However the following two firms seem to do this, and I believe it would pay you to contact them for prices are not expensive, and a friend of mine got good results from an advertizement of a book of his:

   Book Previews, 317 West 89 th St, N.Y. [10024], N.Y.

   Dunhill Promotions, Dunhill Bldg., 444 Park Avenue S., N.Y, (16), N.Y.

These two firms cover the primary book stories in America. I have no information relating to any firm that covers the libraries in the U.S. This I would like to get. I imagine that advertizements in the Library Journals might work, but so far I have not discovered which ones are best, etc. You say you have not advertized. Do you know where one could do this in magazines that would reach the trade as outlined above?

The Vanity Publishers claim to publish and distribute books others will not print. The problem with them is that I fear one could never expect back even ¼ of what they charge. Also I dont think they do a good job, make their profit on the first charge, and dont give a dam thereafter. What is really needed is someone that will charge say $500 to $1,000 for promotion and in this actually reach the trade with proper literature. If one thought he was getting a fair shake for his money, which the vanities do not give you in my opinion, he would not mind spending a little doe.

I do wish you would go into detail a little more about the two problems I outlined above.

Sincerely,

C.A.Meeker.

PS: How many copies of the book have you sold so far and how did this come about?

I am a graduate of the Naval Academy 1929 Class